UBONG JIMMY
UX DESIGNER

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UX Designer specializing in AI-powered experiences, accessible design, and motion-driven interfaces. Transitioned from Quality Assurance Engineering to UX Design, bringing analytical rigor to user research and data-driven product decisions.

EDUCATION

Master of Arts (MA), UX Design
College for Creative Studies | *Aug 2024 - May 2025* | *Michigan, United States*

Bachelor of Science (BSc), Computer Technology
Babcock University | *Aug 2016 - Jun 2021* | *Lagos, Nigeria*

EXPERIENCE

UX Designer
Shaka Wear | *Dec 2025 - Present* | *California, United States*
- Led Shopify storefront redesign across homepage, PLP, PDP, search, and checkout from user flows to high fidelity Figma prototypes.
- Built a reusable Figma component system for navigation, product cards, filters, and account UI to keep experiences consistent and scalable.
- Partnered with engineers to define Shopify theme requirements, write clear Jira tickets with acceptance criteria, and QA releases across breakpoints.
- Used Microsoft Clarity insights to spot friction and prioritize UX fixes that improved product discovery and self service content.

UX Designer
General Motors Studio Project | *Jan 2025 - May 2025* | *Michigan, United States*
- Led UX design for 2040 high-performance racing concept, envisioning AI-driven interior and exterior experiences.
- Conducted research with 20+ racing enthusiasts and drivers, identifying 5 critical friction points that informed AI integration strategies.
- Designed adaptive interfaces and sound design responding to track conditions, driver state, and performance data
- Delivered concept vision through 4-minute cinematic video presented to GM studio leadership.

Freelance Brand & UX Designer
Self-Employed | *Feb 2020 - Jan 2024* | *Remote, United States*
- Designed 20+ digital products (mobile apps, web platforms, dashboards) for healthcare, fintech, and e-commerce clients.
- Collaborated with marketing teams on campaigns, increasing engagement and conversion by 80%.
- Accelerated design iteration by 60% using AI tools (ChatGPT, Midjourney) for rapid ideation and prototyping.
- Partnered with startup founders on 0-to-1 launches, defining MVP scope and delivering market-ready prototypes.

Quality Assurance Engineer
Acumen Digital | *Jul 2021 - Aug 2023* | *Lagos, Nigeria*
- Increased task success rates from 70% to 92% and reduced user errors by 70% through systematic usability testing.
- Improved WCAG 2.1 AA accessibility compliance by 80%, ensuring inclusive access for 10,000+ users.
- Reduced post-launch UX issues by 60% across B2B SaaS and B2C products by identifying interaction design gaps during development cycles.

Quality Assurance Engineer (Contract)
Kinly | *Sep 2021 - Apr 2022* | *Remote, United States*
- Resolved 25+ critical UX issues in the fintech mobile app, boosting reliability by 80% and strengthening user trust.
- Increased onboarding completion rates by 45% through targeted usability testing and design recommendations.

SKILLS

Design & Research: User Research, Usability Testing, UI/UX Design, Interaction Design, Motion Design, Design Systems, Wireframing, Prototyping, Information Architecture, Accessibility (WCAG 2.1), A/B Testing

Technical: HTML, CSS, JavaScript, Python, SQL

Tools: Figma, Adobe Creative Suite, Protopie, Framer, Sketch, Miro, Maze, ChatGPT, Claude, Midjourney, Replit

Methods: Agile/Scrum, Design Thinking, Design Sprints, User Journey Mapping, Heuristic Evaluation